

TSA.GOV Web Performance Metrics

Sep 1, 2022 - Sep 30, 2022

All Users  
100.00% Sessions

**Total Visits**  
**5,982,263**  
% of Total: 100.00% (5,982,263)

**Avg. Visit Duration**  
**00:01:45**  
Avg for View: 00:01:45 (0.00%)

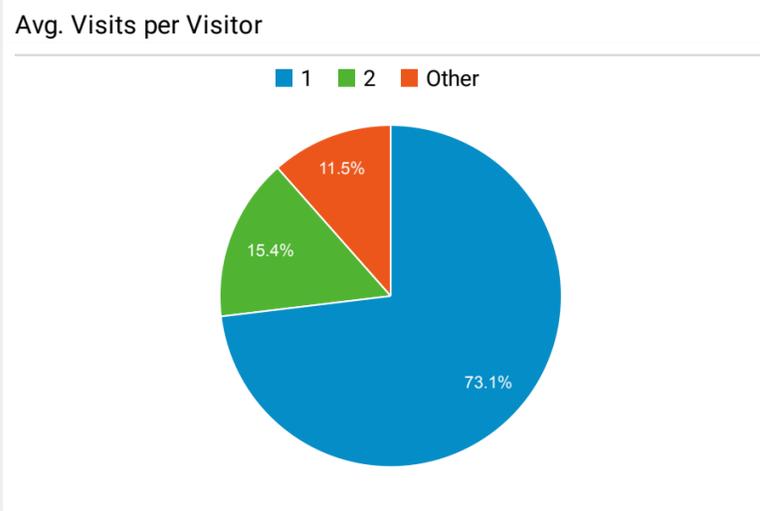
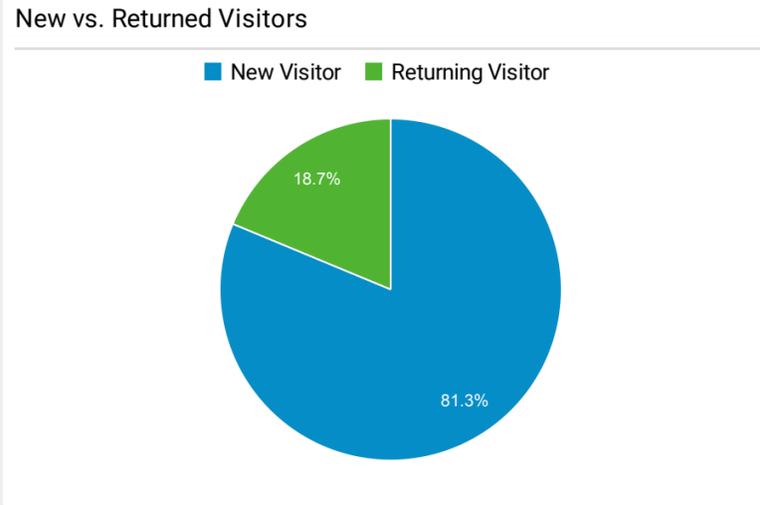
**Pageviews**  
**12,177,240**  
% of Total: 100.00% (12,177,240)

**Unique Visitors**  
**4,571,513**  
% of Total: 100.00% (4,571,513)

**Avg. Pages / Visit**  
**2.04**  
Avg for View: 2.04 (0.00%)

**Avg. Time on Page**  
**00:01:41**  
Avg for View: 00:01:41 (0.00%)

**Bounce Rate**  
**52.34%**  
Avg for View: 52.34% (0.00%)



**Visits and Bounce Rate by Source / Medium**

Source / Medium	Sessions	Bounce Rate
google / organic	3,429,408	51.21%
(direct) / (none)	1,517,630	57.79%
bing / organic	121,458	35.27%
aa.com / referral	75,953	66.03%
search.usa.gov / referral	71,690	41.48%
ttp.dhs.gov / referral	66,502	36.46%
yahoo / organic	57,889	44.04%
ttp.cbp.dhs.gov / referral	55,750	39.67%
duckduckgo / organic	53,112	48.51%
dhs.gov / referral	44,499	52.57%

**Total Pageviews**

Page	Pageviews	Bounce Rate
/precheck	1,486,393	29.70%
/	717,564	44.65%
/travel/security-screening/w/hatcanibring/all	703,614	32.01%
/travel/security-screening/liquids-rule	447,549	75.41%
/real-id	409,010	70.46%

**Visits by Social Network**

Social Network	Sessions
Facebook	24,098
reddit	6,738
Twitter	4,584
Instagram	4,227
YouTube	1,449
Quora	1,014
LinkedIn	1,006
TripAdvisor	684
Instagram Stories	563
Naver	191

